

## It Pays to Advertise Is Clean and Easy Comedy

Humor that is clean and is not at all forced and that has a modern punch which sends it home to a modern audience is what makes Cohan and Harris' comedy, "It Pays to Advertise," a success. People believed it was a good show before it came to South Bend because other people who had seen it said that it was good. Tuesday night a large Oliver audience proved to its satisfaction that the show was a good one, and, judging from the satisfaction displayed by that audience, the two succeeding performances are bound to be played before large and appreciative audiences.

The Ad-Sell league was sponsor for the comedy in the initial performance in South Bend. Members of the league advertised the show and sold tickets and the result was not only a large audience but also one made up largely of those persons most likely to appreciate the lesson that the play aims to teach.

In "It Pays to Advertise" Cohan and Harris have succeeded in doing the very difficult thing of putting information and advice in a morsel that is seized upon with avidity and swallowed with pleasure by all—the wisecrack and the doubting Thomas alike. One is apt to expect that the play may be merely a conglomerate of business epigrams interspersed with stereotyped bits of wit, but such is far from the case. Although the play is supposed to be a farce, it leaves the impression of being in fact a true optimist's view of real life.

**Plot Quite Original.**  
The plot of the play—of course—has to do with the troubles of a pampered son of wealth who—of course—is in love with the stenographer and who—of course—is disowned by an irate father. The plot does have to do with these very things, but it has to do with them in such an original and unexpected manner that the audience is put on the qui vive from the start. It is just because the audience is pleased and is placed on the alert from the very beginning that it is made easy to carry the plot through and to sustain the comedy without any signs of forcing.

If by chance there are any persons who do not believe in adver-

tising or who, perchance, believe only in "conservative" advertising, such persons must attend "It Pays to Advertise" with the idea that another notion is to be shattered. Not only does the comedy shatter that notion, but it also shatters many notions that real live advertisers are liable to harbor. Wrapped up in the humor of the comedy are facts, live advertising statistics, which even the student of advertising might pass by ordinarily in a dread for mere statistics. The average person not particularly interested in advertising, sees the play, has his laughs and then comes to the realization that he has just learned why it is that he buys certain brands of wearing apparel or why it is that he insists on having food stuffs labelled with certain trade marks. In fact, while he has been spending more than two hours in laughter he has been learning also that much fame has been born into the world merely because it paid to advertise.

**Back the Soap Trust.**  
However, to return to the plot of the comedy, the disowned son and his sweetheart and a "live wire" advertising man become involved in a business proposition. This business proposition has to do with putting a new soap on the market and thus "bucking" the soap trust. Where the capital and where the soap are to come from are left trifling incidents to the "live wire" advertising man, who believes that love and all the other things that are supposed to make the world move are but trifles in comparison with advertising.

Everything ends right for all concerned and the power of advertising turns the trick. James J. Gardner as "Ambrose Peale," the advertising man, plays his role of fun maker and advertising preacher without becoming in the least tiresome. James J. Mitchell as "Rodney Martin," the son, Daniel A. Anderson as "Cyrus Martin," Rodney's father, and also head of the soap trust which the son enters into competition with, are other well-played parts, as also is that of "Miss Grayson," the stenographer, played by Shirley Carter. The entire cast is worthy to receive a full share of the applause which the comedy must of necessity receive both from seekers after pleasure and seekers after knowledge.

### FOURTEEN WOMEN SHOT

Villa Accuses Victims of Being Carranza Spies.

EL PASO, Texas, Dec. 8.—Fourteen four-stricken women faced a Villa firing squad at Casas Grandes Monday morning and were shot to death, according to information received Tuesday by the Carranza consul-general here. The account of the shooting is verified by an American who reached the border Tuesday night from Casas Grandes where Villa now has his headquarters.

The 14 victims of Villa's wrath were accused of being Carranza spies.

### ELECTION CASES DELAYED

Expect Trial in Conspiracy Hearings to Begin Next Year.

INDIANAPOLIS, Dec. 8.—With Saturday, Dec. 11, set as the date for consideration of the 100 or more election conspiracy cases, it was indicated Tuesday that none of the cases would be tried before next year. The continuance until Saturday was made upon the request of Pros. Tucker on the ground that he has been unable to perfect his plans for the election trials.

### The Skipper and Boss of Peace Ship



Henry Ford and Capt. Hempel as they stood behind a life preserver just before the Oscar sailed.



OTIS SKINNER IN "COCK O' THE WALK," OLIVER, THURSDAY, DECEMBER 9.

### FORD WORKERS ENLIST

Manchester Employees to Serve When Called On.

MANCHESTER, Dec. 8.—While the Ford "peace ship" is speeding eastward, the whole body of the employees of the Ford automobile works enlisted Tuesday under Lord Derby's group scheme, engaging to serve in the army when called on. The men marched through the city headed by a brass band in celebration of their enlistment.

### ROBES AND BLANKETS FOR CHRISTMAS GIFTS.

We contracted for our buggy and auto robes, street and stable blankets a year ago before prices were advanced. You are fortunate that we did this, as it enables you to make a considerable saving on anything you may need in this line. If you get in before our stock is exhausted there is nothing better for a Christmas gift. Studebaker Repository. Advt.

### SEEK NEW TRIAL

NEW CASTLE, Ind., Dec. 8.—Based on the discovery of new evidence and the location of an important witness to the tragedy, a motion for a new trial for John Craig, Muncie youth, sentenced to life imprisonment for the murder of Frank Deam of Muncie, has been filed here.

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We contracted for our buggy and auto robes, street and stable blankets a year ago before prices were advanced. You are fortunate that we did this, as it enables you to make a considerable saving on anything you may need in this line. If you get in before our stock is exhausted there is nothing better for a Christmas gift. Studebaker Repository. Advt.

## THEATERS

### AT THE AUDITORIUM.

"The Tenderfoot's Triumph," a Selig western comedy, and "The House of Fears," one of the Ashton-Kirk Investigator series, featuring Arnold Daly, constitute the offerings at the Auditorium today. Tomorrow brings the last release of the serial picture, "Neal of the Navy," which has been running for a number of weeks; "A Bit of Lure," a three reel Essanay, and the Selig weekly of current events are also on the bill. On Friday the clever actress, Helen Ware, will be seen in one of her greatest successes, "The Price." The play was written by George Broadhurst and in picture form it is given in five acts and 250 scenes. It's a modern story of love, jealousy and revenge and is highly sensational.

### AT THE LASALLE.

Today's attraction at the LaSalle is William Farnum in a William Fox production, "The Broken Law." This is a romantic melodrama, introducing the sensational and the sex element, that the public has come to expect in the productions of this company. Mr. Farnum is a truly heroic hero and the play has a romantic gypsy atmosphere that pleases. Dorothy Bernard also has a leading role.

Mme. Petrova will be featured on Thursday in a film production of one of the famous Robert Service's poems, "My Madonna." This is a five-act photodrama and a story of unusual power. The plot concerns the search of a poor artist for a wonderful madonna, which he desires for a model. He finds her in a woman of the streets.

### OTIS SKINNER.

There is a strange tendency among many playgoers to despise comedy or at least to hold it inferior to tragedy. Perhaps a consciousness that tragedy is a nobler form of the drama is the cause that the humorous form of play is not estimated at its true worth. But comedy is a legitimate dramatic branch of the histrionic art and has as honorable a pedigree as poetic or romantic drama. Otis Skinner, who is one of the foremost living actors on the English speaking stage today comes here for his annual visit in a broadly humorous comedy role, which will surprise and delight his admirers, who associate him in the past with more serious stage portraiture. Mr. Skinner's new play bears the odd title, "Cock o' the Walk," and was written especially for him by Henry Arthur Jones. He will portray a rollicking Bohemian actor of bibulous tendencies, but a man of genius and a historian of temperance. The character fits Mr. Skinner like a glove and it is a foregone conclusion that he will give a brilliant interpretation of a character sketched and fashioned to his mould by so great an author as Henry Arthur Jones. Mr. Skinner will be the attraction at the Oliver theater tomorrow night.

### STOCK TO RETURN.

Friday night the Oliver Stock Co. returns to take up its run after an absence of two weeks, occasioned by the theater being occupied by "The Birth of a Nation." "It Pays to Advertise" and Otis Skinner. On Friday and Saturday matinee and night the bill will be Franz Molnar's comedy drama, "The Devil," to be followed on Sunday with Willard Mack's clever crook play, "Kick In." This piece will be given for the first four days with a matinee on Sunday and Tuesday. On Thursday the bill will change again and this policy will be adhered to during the remainder of the stock engagement.

### AT THE ORPHEUM.

Final performances will be given at the Orpheum today of the bill consisting of the Mystic Bird; the Sig. Franz troupe of comedy cyclists; Arthur Rigby, blackface com-

edian; Mme. Asoria and company, dancers; and Rice and Francis with their comedy sketch.

Beginning on Thursday, Menlo Moore's dramatic act, "Within the Lines," will be featured. Accurate detail characterizes every appointment in the atmosphere of this sketch, an intensely gripping and topical dramatic war drama. On the same bill will be seen little Nap, modern chimpanzee, known as the Napoleon of his species, Sen. Francis Murphy, known as the chairman of the committee, will introduce clever and original monologues. Smith and Glen, comedy street cleaners, and Stevens and Falke, in their own conception of song and dance, will complete the bill.

### AT THE STRAND.

The Hyatt and LeNore company at the Strand will give final performances today of the musical comedy entitled "Thompson's Demise." Beginning Thursday the new bill is entitled "Doctor Dippy's Busy Day." The following song numbers will be introduced: "Frisco Town," by Edna Lenore; "On the Shores of Italy," by Bunny Whitlock; "Alabama Jubilee," by Mamie Hartzell; "I Didn't Raise My Boy to be a Soldier," by Bob Shaw.

### Washing Won't Rid Head of Dandruff

The only sure way to get rid of dandruff is to dissolve it, then you destroy it entirely. To do this, get about four ounces of ordinary liquid arvon; apply it at night when retiring; use enough to moisten the scalp and rub it in gently with the finger tips.

Do this tonight, and by morning, most if not all of your dandruff will be gone, and three or four more applications will completely dissolve and entirely destroy every single sign and trace of it, no matter how much dandruff you may have. You will find, too, that all itching and itching of the scalp will stop at once, and your hair will be fluffy, lustrous, glossy, silky and soft, and look and feel a hundred times better.

You can get liquid arvon at any drug store. It is inexpensive and never fails to do the work. Adv.

### To Ward Off Winter Complexion Ills

To keep the face smooth, white and beautiful all winter, there's nothing quite so good as ordinary mercolized wax. Rough, chapped or discolored skin, inevitable in this weather, is gently abraded by the wax and replaced by the newer, fresher skin beneath. The face exhibits no trace of the wax, the latter being applied at bedtime and washed off mornings. Creams, powders and rouges, on the other hand, are apt to appear conspicuous at this season, because of alternating expansion and contraction of the skin, due to changing temperatures. A mercolized wax, however, produces a drug store and use like cold cream. This will help any skin at once and in a week or so the complexion will look remarkably youthful and healthy.

Winds and flying dust often cause squinting and other contortions which make wrinkles. You can quickly get rid of every wrinkle, however produced, by using a harmless face bath made by dissolving 1 oz. powdered saxolite in ½ pt. witch hazel. Advt.

DEALERS  
in all kinds of Meat,  
Fish and Poultry.  
**EASTWOOD  
MARKET**  
224 W. Washington Av.  
Rt. 5146. E. 1920.

Read NEWS-TIMES Want Ads

**SAN CARLO GRAND OPERA CO.**  
55 People, Splendid Singing Chorus, Complete Grand Opera Orchestra.  
**OLIVER OPERA HOUSE**  
Tuesday Matinee and Evening, Dec. 28.—Matinee, "Rigoletto"; Evening, "Cavalleria." 1. Pagliacci.—\$2.00, \$1.50, \$1.00.  
Until Dec. 23 a reduction of 50 cents is made to purchasers of tickets for both matinee and evening.  
To insure prompt return of reserved seat coupon tickets, enclose stamped, self-addressed envelope.  
Address: McHenry & Ingersoll, Conservatory, South Bend, Ind.  
**WHERE EXCHANGE TICKETS MAY BE HAD:** Ethel Bros.' Music store, Oliver Hotel cigar stand, Schaefer & Platter, J. M. S. building, and South Bend Conservatory.  
Mail Orders NOW for choice of seats.

**KEITH'S SUPREME VAUDEVILLE**  
**Orpheum  
THEATRE**  
THURSDAY, FRIDAY, SATURDAY.

Menlo Moore's Dramatic Playlet Based on the Present War  
**"Within The Lines"**

**Little Nap**  
The Cleverest  
Chimpanzee of His  
Species.

**Davis & Walker**  
"A Lesson in Dancing"

**SUNDAY—"THE NIGHT CLERK,"** Musical Comedy.

**OLIVER THEATER**  
HOME AGAIN—THE OTIS OLIVER PLAYERS  
This Week  
Friday, Saturday and  
Saturday Matinee  
**"THE DEVIL"**  
STARTING NEXT SUNDAY MATINEE  
**The Big Show "KICK IN"**  
PRICES—Matinees, 10c and 20c. Evening, 10c, 20c, 30c and 50c.  
Seats on Sale Thursday Morning.

**"IN A CLASS BY ITSELF"**  
**LaSalle**  
THEATRE  
BEAUTIFUL  
GROUND FLOOR—SAFE—CONVENIENT

**WM. FOX**  
Presents the Dramatic  
Stars,  
**WILLIAM FARNUM**  
**DOROTHY BERNARD**

In a story of adventure,  
**"THE BROKEN LAW"**  
THURSDAY—MME. PETROVA  
in a Robert W. Service poem  
picture, "MY MADONNA."

COMING—NEXT TUESDAY,  
Dec. 14,  
"THE MIRACLE OF LIFE"  
And a double bill.  
Hear the LaSalle Pipe Organ  
Concerts.

**10c Regular Prices 10c  
Today**



**We Can Save You One-Half  
on Your Dental Bill.**

Come in and talk it over  
with us. Examination Free.  
No charge for extracting  
when ordering new teeth.  
Painless Extracting 50c.

**White Dental Parlors**

111 West Washington Ave.  
Over Herr's Book Store.  
Lady Attendant.  
Open Tuesday, Thursday and  
Saturday Nights.  
Bell Phone Main 429.

**SANTAL MIDY**  
These tiny CAPSULES  
are superior to Balsam  
of Copaiba, Cubeba or  
Injections, and  
RELIEVE in 24 HOURS the  
same diseases with-  
out inconvenience.  
Sold by all druggists.

**SAILORS**  
"When you think of Home-  
ishings think of Sailors."

**AUDITORIUM**  
ANNOUNCEMENT EXTRAORDINARY TODAY  
**Arnold Daly**  
ASHTON-KIRK Investigator  
In  
**THE  
HOUSE  
OF  
FEAR**

By JOHN T. MCINTYRE  
Supported by Jeanne Eagels and Sheldon Lewis.  
GOLD ROOSTER PLAY IN FIVE PARTS.  
Also

**"The Tenderfoot's Triumph"**  
A Selig Western comedy.

**COLONIAL  
BEATRIZ MICHELENA**  
IS PRESENTED BY THE  
WORLD FILM CORPORATION  
—IN—

**"Salvation Nell"**

A Thrilling Story of Social Uplift in the Underworld.  
The theme chosen treats of the reforming efforts of  
the great Salvation Army in the Slums of New York.  
Adapted from Edward Sheldon's Play of the same name.  
A California Motion Picture Corp. Feature.

**Last Night's Audience at the  
OLIVER THEATER**

**Collapsed  
With  
Joy**  
Over the Fun in  
**"IT PAYS TO ADVERTISE"**  
Ask someone who saw it, and then order your seats for TO-  
NIGHT. Prices 25c to \$1.50.

**OLIVER THEATER**  
ONE NIGHT—THURSDAY, DEC. 9.  
CHARLES FROHMAN Presents  
**OTIS  
SKINNER**  
In a Comedy of Character and Situation  
**"COCK O' THE WALK"**  
By HENRY ARTHUR JONES.  
PRICES—25c, 50c, 75c, \$1.00, \$1.50 and \$2.00.  
SEATS ON SALE TODAY.

### HERE'S NEW VIGOR FOR OVERWORKED STOMACHS

K. Wietick, the popular druggist, has been in the drug business long enough to have his own opinion of the best way of selling medicines. He says the plan adopted by Mi-on-a, the great dyspepsia remedy, is the fairest he has ever heard of. He doesn't believe that a medicine ought to be paid for unless it does the user some good. And Mi-on-a is sold under a positive guarantee to relieve dyspepsia or to refund the money. You simply leave 50 cents on deposit with Mr. Wietick and if, after you have used the box of Mi-on-a you decide that it has done you no good, all you have to do is to tell him so and he will return your money.

Hundreds of people have been relieved of stomach agonies by using this remarkable remedy. It is not simply a food digester; it is a medicine that puts all of the digestive organs into normal condition and gives ruddy, glowing, vigorous health. A change for the better will be seen after the first few doses of Mi-on-a and its continued use will soon give the power to eat anything at any time and not suffer distress afterward.

Mi-on-a is sold under a positive guarantee to refund the money if it does not cure. This is the strongest proof that can be offered as to the merit of the medicine.

Nothing seems a man's stomach in his work or a woman's fascinating personality more than a weak stomach, with its attendant evils. Use Mi-on-a and see how much more there is in life.